

The diagram illustrates a networked system architecture. At the top, two modules are shown: the "Business Analysis Module" (labeled 60) and the "Business Transaction Module" (labeled 64). Both modules are connected via lines to a central "Server" (labeled 34). The server is further connected to a horizontal line representing the "Internet". Below the Internet line, on the left, is a box labeled "Collision Repair Facilities" (labeled 56), which is also connected to the Internet line. On the right side of the Internet line, there is a large rectangular area labeled "30" at its top right corner. This area contains several components: a "Computer" (labeled 42) connected to the Internet line; a "User I/F" (labeled 46) connected to the Computer; a "User" (labeled 50) connected to the User I/F; and a "Vehicle Repair Processing Area" (labeled 54) connected to the User. Additionally, three dots are positioned between the "Collision Repair Facilities" box and the main system boundary.

**Fig. 1**

Fig. 1

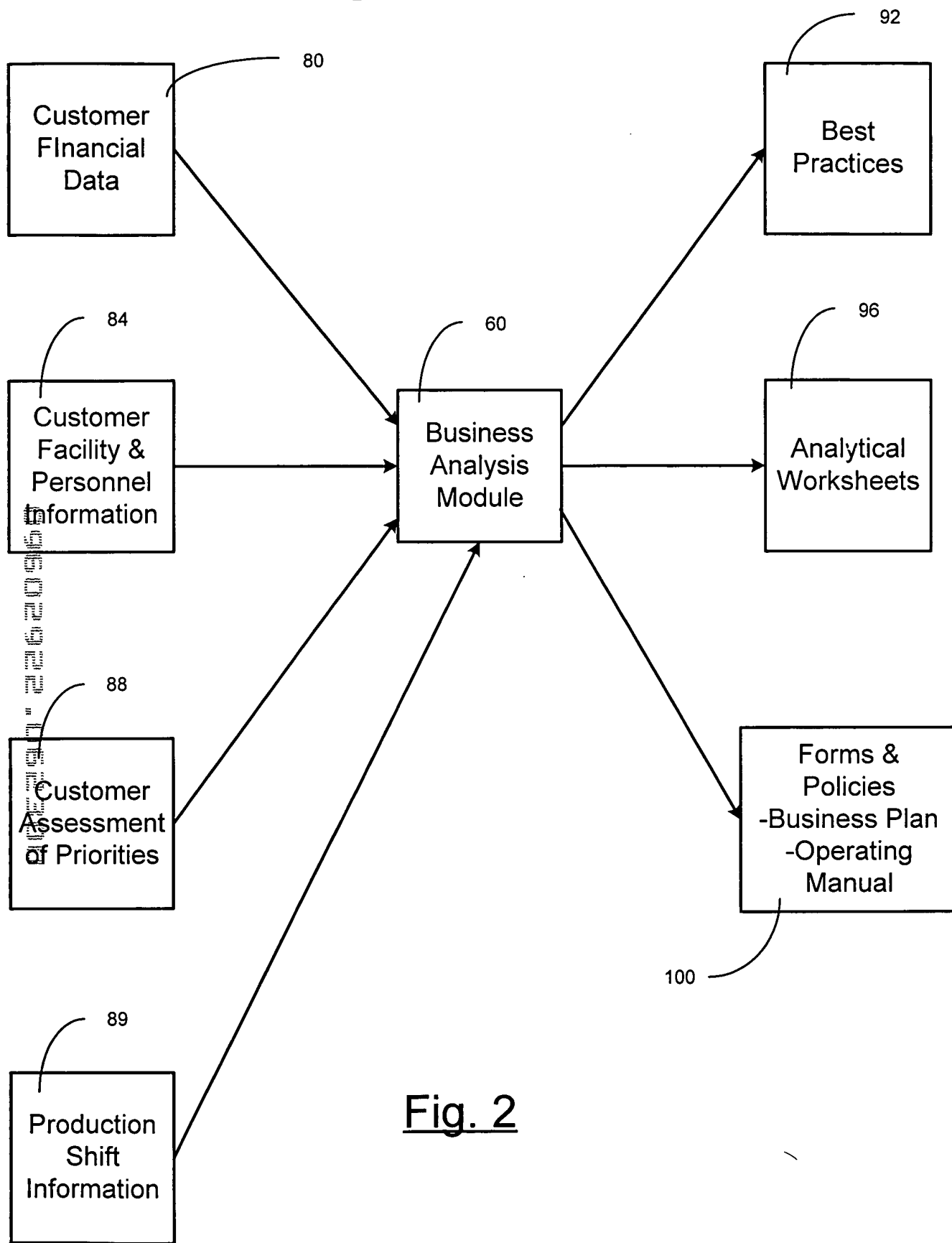


Fig. 2

00E230"22620361

# SITE ARCHITECTURE

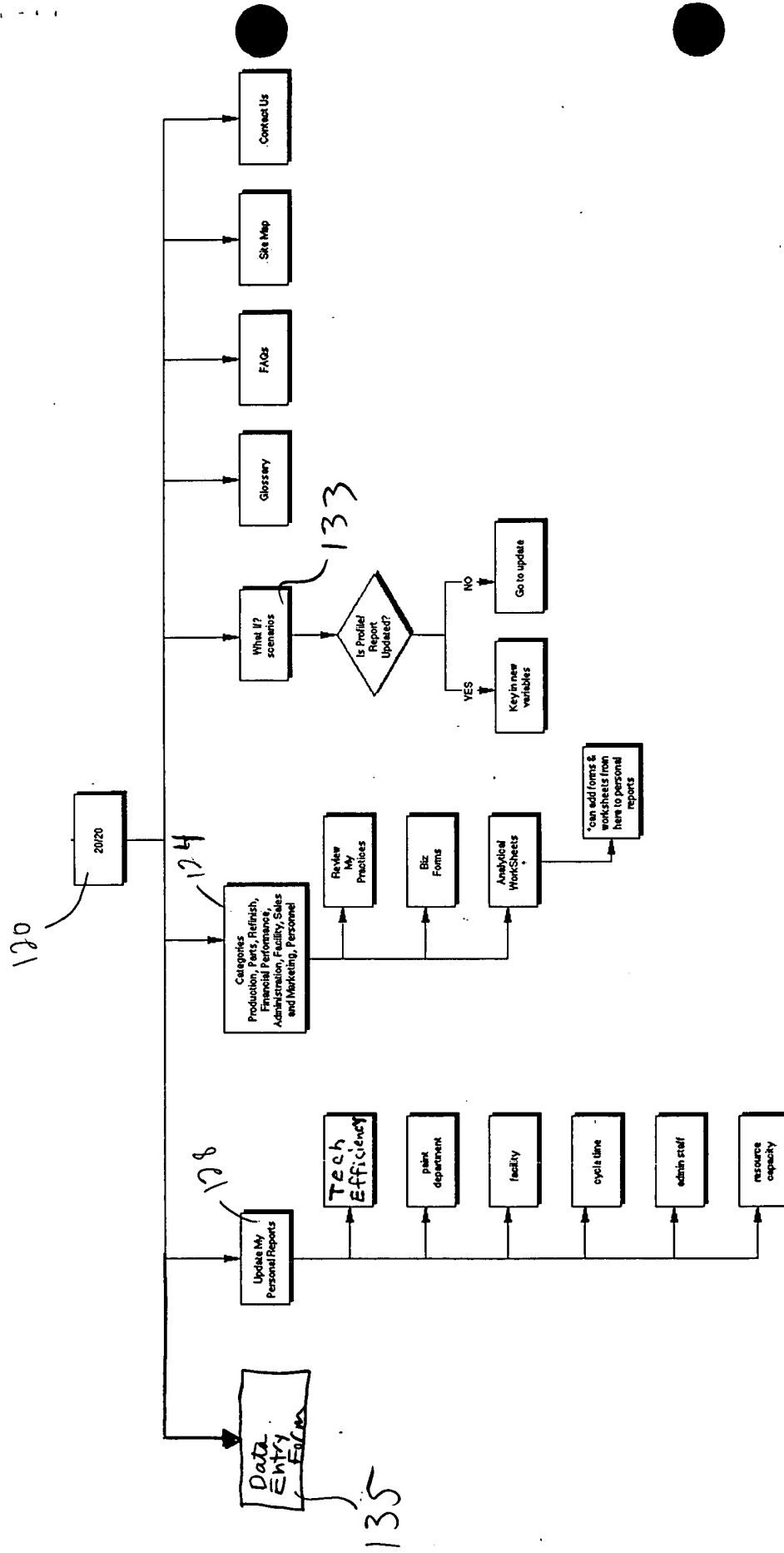


Fig. 3

Fig. 4

## 2020 Recap: Performance - Priorities - Projections

BASF VisionPLUS

### Performance

	Selected Key Performance Indicators	Your Shop	Ind Guides	Top 25%	
1	Total Sales \$ (Annualized)	\$1,340,000	N / A	N / A	
2	Total Gross Profit Percent	38.5%	40.0%	43.5%	Opportunity
3	Production Proficiency	115%	135%	150%	Opportunity
4	Production Staffing Density (Main Shift)	2.3 : 1	2.0 : 1	1.7 : 1	
5	Monthly Sales / Administrative Emp	\$23,500	\$35,000	\$45,000	Opportunity
6	Monthly Sales / Estimator	\$111,500	\$140,000	\$160,000	
7	Paint Cost / Paint Hr Billed	\$6.50	\$7.00	\$6.00	
8	Monthly Gallons Waste / Paint Tech	5	5	2	
9	Overall Customer Satisfaction Index	91.3%	90%	95.5%	
10	Gross Profit \$ per Tech Clock Hour	\$27.40	\$35.00	\$45.00	Opportunity

### Priorities

Business Areas & Priorities in Each	Strength	
Financial Measures		Tab 1
Financial Performance		Tab 2
Sales & Marketing		Tab 3
Customer Satisfaction Index		Tab 4
Insurance Relations inc. Cycle Time		Tab 5
Administration - General		Tab 6
Administration - Parts		Tab 7
Production - General		Tab 8
Production - Refinish		Tab 9
Facility - Capacity, Equipment, Layout		Tab 10
Personnel inc. Pay Plans & Incentives		Tab 11

### Projections

Performance Factors	Sales	Gross Profit	GP\$ Improved
1 Current Performance (Annualized)	\$1,340,000	\$516,000	N / A
2 With 10% improvement in Production Proficiency	\$1,470,000	\$540,000	\$24,000
3 Performance with One Additional Technician	\$1,500,000	\$550,000	\$34,000
4 With 10% improvement in Parts : Labor Ratio	\$1,400,000	\$530,000	\$14,000
5 With 2% improvement in Labor Gross Profit	\$1,340,000	\$521,000	\$5,000
6 With 2% improvement in Parts Gross Profit	\$1,340,000	\$520,000	\$4,000
7 With 2% improvement in Materials Gross Profit	\$1,340,000	\$518,000	\$2,000
8 With Cumulative Impact of All Improvements	\$1,600,000	\$640,000	\$124,000

### Production Workforce Shift Profile

Main Shift Only	Main Shift plus OT or Sat	Main Shift & 2nd Shift	Main Shift, 2nd Shift & Sat



## Sales & Marketing: Selling and Sources of Business

*Note: This is the Sales & Marketing 'Sub-Page', the 1st of 11 Sub-pages*

N/A    Weak    Avg    Strong

### 1 Customer 1st Impression of Your Facility

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Checklist and Action Planner

[Link to Detail Below](#)

350

### 2 Customer 1st Impression of Employees

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Checklist and Action Planner

[Link to Detail Below](#)

### 3 2nd Impressions

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Checklist and Action Planner

[Link to Detail Below](#)

### 4 Sales Close % on Estimates Written

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Checklist and Action Planner

[Link to Detail Below](#)

### 5 Maximizing Repeat & Customer Referrals

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Checklist and Action Planner

[Link to Detail Below](#)

### 6 Maximizing Insurance DRP Business

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Cycle Time Performance (CTP)

[Link to Unique BASF Cycle Time Measurement Tools](#)

Checklist and Action Planner

[Link to Detail Below](#)

### 7 Maximizing Employee Referrals

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Checklist and Action Planner

[Link to Detail Below](#)

### 8 Maximizing Dealership & Fleet Referrals

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Checklist and Action Planner

[Link to Detail Below](#)

### 9 Maximizing 'Exposure' of Location

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Checklist and Action Planner

[Link to Detail Below](#)

### 10 Advertising & Marketing Promotion

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Checklist and Action Planner

[Link to Detail Below](#)

### 11 Yellow Pages & Directories

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Checklist and Action Planner

[Link to Detail Below](#)

Fig. 6

## Sales & Marketing: Selling and Sources of Business

**Note: This is a portion of the detail of the Sales & Marketing 'Sub-Page', the 1st of 11 Sub-pages**

	N/A	Weak	Avg	Strong	Add to 90-Day Plan	Add to One-Year Plan
1 Customer 1st Impression of Your Facility						
Overall impression from street						
Signage						
General Appearance of Building						
Clear wide entrance						
Appearance of Parking Area						
Parking places available						
Parking places well marked						
Estimating area marked						
Appearance of Reception Area						
Clean						
Comfortable						
2 Customer 1st Impression of Employees						
Telephone Answering & Handling						
Prompt						
Strong & Courteous Greeting						
Consistent greeting by all						
Back-up answering responsibility						
Customer Service Representatives						
Consistently Courteous						
Consistently Professional						
Consistently Customer Focused						
Impression of sales representatives						
Consistently Courteous						
Consistently Professional						
Consistently Customer Focused						
3 2nd Impressions						
Reception Area: Info on Display						
Steps in the Repair Process						
Refinish Warranty						
Employee Training Certifications						
Photos / Testimonials						
Production Area						
Neat & Clean 100% of time						
Employees in Uniforms						

Fig. 7

## Sales & Marketing: Selling and Sources of Business

*Note: This is the same portion of the detail of the Sales & Marketing 'Sub-Page', completed*

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	N/A	Weak	Avg	Strong	Add to 90-Day Plan	Add to One-Year Plan
1 Customer 1st Impression of Your Facility		From 1. above				
Overall impression from street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Appearance of Building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear wide entrance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance of Parking Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking places available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking places well marked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Estimating area marked	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance of Reception Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Customer 1st Impression of Employees		From 2. Above				
Telephone Answering & Handling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prompt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong & Courteous Greeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistent greeting by all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back-up answering responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Service Representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistently Courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistently Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistently Customer Focused	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impression of sales representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistently Courteous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistently Professional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistently Customer Focused	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 2nd Impressions		From 3. above				
Reception Area: Info on Display	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steps in the Repair Process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Refinish Warranty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee Training Certifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photos / Testimonials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Production Area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neat & Clean 100% of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees in Uniforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fig. 8



## Sales & Marketing: Selling and Sources of Business

*Note: This is the same Sales & Marketing 'Sub-Page', as it might appear completed*

N/A

Weak

Average

Strong

### 1 Customer 1st Impression of Your Facility

☐☐

2384

Checklist and Action Planner

[Link to Detail Below](#)

### 2 Customer 1st Impression of Employees

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 3 2nd Impressions

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 4 Sales Close % on Estimates Written

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 5 Maximizing Repeat & Customer Referrals

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 6 Maximizing Insurance DRP Business

☐☐

Cycle Time Performance (CTP)

[Link to Unique BASF Cycle Time Measurement Tools](#)

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### 7 Maximizing Employee Referrals

☐☐

Checklist and Action Planner

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### 8 Maximizing Dealership & Fleet Referrals

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 9 Maximizing 'Exposure' of Location

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 10 Advertising & Marketing Promotion

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

### 11 Yellow Pages & Directories

☐☐

Checklist and Action Planner

[Link to Detail Below](#)

Fig. 9

# Glasurit Leaders Group Member Data Entry Form

Name of Business \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_

Part of multiple shop ownership group? Yes ☐ No ☐  
 Name of group \_\_\_\_\_

Contact \_\_\_\_\_  
 Title \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 e-mail \_\_\_\_\_

Data covers how many months? \_\_\_\_\_  
 Final month of data \_\_\_\_\_  
 Today's Date (Mo / Yr) \_\_\_\_\_

Management System(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Dealer ☐ or Independent ☐  
 If Dealer, please list primary franchise(s) \_\_\_\_\_  
 \_\_\_\_\_

Estimating System(s) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Priorities

	Opportunities / Weaknesses		vs.		Management Strengths	
	Weak			Average		Strong
Financial Measures						
Financial Performance						
Sales & Marketing						
Customer Satisfaction						
Insurance Rel & CTP*						
Admin - General						
Admin - Parts						
Production - General						
Production - Refinish						
Facility-Equip-Layout						
Personnel-Pay Plans						

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## Facility, Employees & Shift Profile

No. of Metal Stalls inc. Frame \_\_\_\_\_  
 Number of Metal Techs \_\_\_\_\_  
 No. Refinish Stalls inc. Booth \_\_\_\_\_  
 Number of Paint Booths \_\_\_\_\_  
 Number of Refinish Techs \_\_\_\_\_  
 No. Detailing Stalls \_\_\_\_\_  
 No. of Detailing Techs \_\_\_\_\_  
 No. Mechanical/Other Stalls \_\_\_\_\_  
 No. Mechanical/Other Techs \_\_\_\_\_  
 Total # of Work Spaces \_\_\_\_\_  
 Total # of Technicians \_\_\_\_\_

No. Admin Emp inc. Estimators \_\_\_\_\_  
 Memo: No. Estimators \_\_\_\_\_  
 Sales Close Rate % \_\_\_\_\_  
 Number of RO's for time period \_\_\_\_\_  
 Overall Cust. Sat. Index (CSI) \_\_\_\_\_  
 Production Dept Square Feet \_\_\_\_\_

84

88

84

Number of Technicians by Shift / by Day	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	Number of Techs	Average Hours	Number of Techs	Average Hours	Number of Techs	Average Hours	Number of Techs	Average Hours	Number of Techs	Average Hours	Number of Techs	Average Hours
Day Shift												
Overtime												
Afternoon Shift												

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Fig. 10a

# **Glasurit Leaders Group - Member Data Entry Form**

## **Sales, Gross Profit, Hours Sold & Hours Worked**

80	Metal Labor Sales \$		Metal Labor Hours Sold		80 + 84
	Metal Labor Gross Profit \$		Metal Labor Clock Hours		
	Refinish Labor Sales \$		Refinish Labor Hours Sold		
	Refinish Labor Gross Profit \$		Refinish Labor Clock Hours		
	Frame Labor Sales \$		Frame Labor Hours Sold		
	Frame Labor Gross Profit \$		Frame Labor Clock Hours		
	Warranty Labor Sales \$		Warranty Labor Hours Sold		
	Warranty Labor Gross Profit \$		Warranty Labor Clock Hours		
	Internal Labor Sales \$		Internal Labor Hours Sold		
	Internal Labor Gross Profit \$		Internal Labor Clock Hours		
	Mechanical & Other Sales \$		Mechanical&Other Hrs Sold		
	Mechanical&Other GP \$		Mechanical&Other Clock Hrs		
	Total Labor Sales \$		Total Labor Hrs Sold		
	Total Labor Gross Profit \$		Total Labor Clock Hours		
	80	Parts Sales \$		Paint Only Cost of Sales	
Parts Gross Profit \$			Monthly Gallons of Waste		
Refinish Materials Sales \$			Cost to Remove		
Refinish Materials Gross Profit \$			Door Labor Rate \$ / Hr		
Sublet Sales \$			Mechanical Rate \$ / Hr		
Sublet Cost of Sales			Matl Allowance / Refinish Hour		
Total Sales \$					
Total Gross Profit \$					
Fixed Overhead - Building \$					
Fixed Overhead - Admin Staff \$					
Variable Overhead \$					
Total Overhead \$					
Net Profit \$					
			Memo: Selected Variable Overhead Values		
			Media Advertising		
			Yellow Pages / Directories		
			Other Promotions		
			Policy Adjustments		
			Training - Admin Staff		
			Training - Technicians		

Fig. 10b

\*Value from recent sample of 50 shops.

Technician		Jobs per Technician
Production Efficiency		Main Shift Only
186		1.0
184		1.2
173		1.4
165		1.5
160		1.6
159		1.6
153		1.7
152		1.8
149		1.8
144		1.8
140		1.8
139		1.9
138		1.9
135		1.9
134		1.9
131		1.9
You are here → 130		1.9
129		2.0
129		2.0
128		2.0
124		2.0
122		2.0
120		2.1
120		2.2
119		2.2
118		2.1
117		2.3
116		2.3
114		2.3
113		2.4
113		2.4
112		2.4
111		2.4
110		2.6
110		2.7
109		2.8
106		2.9
105		2.9
103		2.9
102		3.0
100		3.0
99		3.0
98		3.0
98		3.1
95		3.2
93		3.2
92		3.2
90		3.5
88		3.5
87		4.0

You are here →

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Fig. 11

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